

Rep Order# 9821867 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/18/2012 1:04 PM
Last Received: 09/18/2012 12:38 PM
Showing Buylines: All Lines

1 of 4

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product OHIO FAMILIES UNITED
Estimate# 1641
Buyer Michele Certo
Phone#
Fax#

57419
Agency () THE NEW MEDIA FIRM
904 PENNSYLVANIA AVENUE SE, #2
WASHINGTON, DC 20003
Agency C/P1/P2/E 383/403/1641
Flight Dates 09/19/2012 - 09/25/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

OHIO FAMILIES UNITED *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW POLITICAL ORDER - PLS CF - THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	W	530A-6A	GD MRN CIN@530	:30	\$1,100.00	09/19-09/19	1 P1	1	1	\$1,100.00	
	2	F	530A-6A	GD MRN CIN@530	:30	\$1,100.00	09/21-09/21	1	1	1	\$1,100.00	
	3	TH	6A-630A	GD MRN CIN@6	:30	\$1,400.00	09/20-09/20	1	1	1	\$1,400.00	
	4	M	6A-630A	GD MRN CIN@6	:30	\$1,400.00	09/24-09/24	1	1	1	\$1,400.00	
	5	TU	6A-630A	GD MRN CIN@6	:30	\$1,400.00	09/25-09/25	1	1	1	\$1,400.00	
	6	TH	7A-730A	CBS THS MRNG-1	:30	\$950.00	09/20-09/20	1	1	1	\$950.00	
	7	M	7A-730A	CBS THS MRNG-1	:30	\$950.00	09/24-09/24	1	1	1	\$950.00	
	8	TU	7A-730A	CBS THS MRNG-1	:30	\$950.00	09/25-09/25	1	1	1	\$950.00	
	9	SA	730A-8A	LOCAL12NW-SA 7	:30	\$1,000.00	09/22-09/22	1 P1	1	1	\$1,000.00	
	10	SA	8A-830A	CBS THS MRN:SA	:30	\$1,400.00	09/22-09/22	1	1	1	\$1,400.00	
	11	SU	10A-1030A	SUNDAY MRN-CBS	:30	\$3,500.00	09/23-09/23	1	1	1	\$3,500.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	12	W	11A-12P	PRICE-RT 1-CBS/PRICE-RT 2-CBS	:30	\$3,500.00	09/19-09/19	1	P1	1	\$3,500.00	
	13	M	11A-12P	PRICE-RT 1-CBS/PRICE-RT 2-CBS	:30	\$3,500.00	09/24-09/24	1		1	\$3,500.00	
	14	TH	1230P-130P	YOUNG&RESTLESS	:30	\$1,500.00	09/20-09/20	1		1	\$1,500.00	
	15	M	1230P-130P	YOUNG&RESTLESS	:30	\$1,500.00	09/24-09/24	1		1	\$1,500.00	
	16	TU	1230P-130P	YOUNG&RESTLESS	:30	\$1,500.00	09/25-09/25	1		1	\$1,500.00	
	17	TH	5P-530P	LOCAL12 NEWS-5	:30	\$2,200.00	09/20-09/20	1	P1	1	\$2,200.00	
	18	TU	5P-530P	LOCAL12 NEWS-5	:30	\$2,200.00	09/25-09/25	1		1	\$2,200.00	
	19	W	530P-6P	LOCAL12 NW-530	:30	\$2,400.00	09/19-09/19	1		1	\$2,400.00	
	20	F	530P-6P	LOCAL12 NW-530	:30	\$2,400.00	09/21-09/21	1		1	\$2,400.00	
	21	M	530P-6P	LOCAL12 NW-530	:30	\$2,400.00	09/24-09/24	1		1	\$2,400.00	
	22	TU	530P-6P	LOCAL12 NW-530	:30	\$2,400.00	09/25-09/25	1		1	\$2,400.00	
	23	W	6P-630P	LOCAL12 NEWS-6	:30	\$2,800.00	09/19-09/19	1		1	\$2,800.00	
	24	F	6P-630P	LOCAL12 NEWS-6	:30	\$2,800.00	09/21-09/21	1		1	\$2,800.00	
	25	M	6P-630P	LOCAL12 NEWS-6	:30	\$2,800.00	09/24-09/24	1		1	\$2,800.00	
	26	SU	630P-7P	LOCAL12-630 SJ	:30	\$1,500.00	09/23-09/23	1		1	\$1,500.00	

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Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	27	TH	11P-1135P	LOCAL12 NWS-11<	:30	\$3,200.00	09/20-09/20	1 P1	1	1	\$3,200.00	
	28	TU	11P-1135P	LOCAL12 NWS-11<	:30	\$3,200.00	09/25-09/25	1	1	1	\$3,200.00	
	29	W	1135P-1235A	D LETTRMAN-CBS<	:30	\$1,200.00	09/19-09/19	1	1	1	\$1,200.00	
	30	F	1135P-1235A	D LETTRMAN-CBS<	:30	\$1,200.00	09/21-09/21	1	1	1	\$1,200.00	
	31	M	1135P-1235A	D LETTRMAN-CBS<	:30	\$1,200.00	09/24-09/24	1	1	1	\$1,200.00	
	32	SA	8P-9P	COMEDYTIME SA	:30	\$1,200.00	09/22-09/22	1 P2	1	1	\$1,200.00	

---REPORT TOTALS---

Report Totals: 32 / \$61,750.00

---SALES MONTHLY TOTALS---

Sep 12: 32 / \$61,750.00

Sales Totals: 32 / \$61,750.00

Station Totals: 32 / \$61,750.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$212,931	CABL 0%	EKRC 3%	UNKN 0%	WBQC 0%	WCPC 29%
		WKRC 29%	WLWT 22%	WSTR 3%	WXIX 14%	

---COMPETITIVE COMMENTS---

WKRC = 61750

EKRC = 6400

WCPC = 60575

WLWT = 45950

WXIX = 29600

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Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

WSTR = 5950
TTL = 210225

Books null
Demos RA35+

Spot Manager: All, 09/19/12-09/25/12



Date	We	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Ohio Families United												
Agency: New Media Firm												
Station: WKRC-TV												
Order: 57414												
Line: 1												
09/19/12 day		5:42:22 AM	:30	\$1,100.00		5a Good Morn Cincinnati (5:30:00 AM-6:00:00 AM)		AIOHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$1,100.00							1	
Line: 2												
09/21/12 day			:30	\$1,100.00		5a Good Morn Cincinnati (5:30:00 AM-6:00:00 AM)		AIOHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$1,100.00							1	
Line: 3												
09/20/12 day			:30	\$1,400.00		6a Good Morn Cincinnati (6:00:00 AM-6:30:00 AM)		AIOHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$1,400.00							1	
Line: 4												
09/24/12 day			:30	\$1,400.00		6a Good Morn Cincinnati (6:00:00 AM-6:30:00 AM)		AIOHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$1,400.00							1	
Line: 5												
09/25/12 day			:30	\$1,400.00		6a Good Morn Cincinnati (6:00:00 AM-6:30:00 AM)		AIOHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$1,400.00							1	
Line: 6												
09/20/12 day			:30	\$950.00		CBS This Morning (7:00:00 AM-7:30:00 AM)		AIOHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$950.00							1	
Line: 7												
09/24/12 day			:30	\$950.00		CBS This Morning (7:00:00 AM-7:30:00 AM)		AIOHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$950.00							1	
Line: 8												
09/25/12 day			:30	\$950.00		CBS This Morning (7:00:00 AM-7:30:00 AM)		AIOHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$950.00							1	
Line: 9												
09/22/12 day			:30	\$1,000.00		6a-8a Local 12 News Sa (7:30:00 AM-8:00:00 AM)		AIOHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$1,000.00							1	
Line: 10												
09/22/12 day			:30	\$1,400.00		CBS This Morning Satur (8:00:00 AM-8:30:00 AM)		AIOHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$1,400.00							1	
Line: 11												
09/23/12 day			:30	\$3,500.00		CBS Sun Morning (10:00:00 AM-10:30:00 AM)		OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$3,500.00							1	
Line: 12												
09/19/12 day			:30	\$3,500.00		The Price is Right 11:00 AM-12:00 PM		OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$3,500.00							1	
Line: 13												
09/24/12 day			:30	\$3,500.00		The Price is Right 11:00 AM-12:00 PM		OHIO FAMILIES UNITED 1641		P-1	1	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/19/12-09/25/12



Date	We	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Ohio Families United												
Agency: New Media Firm												
Station: WKRC-TV												
Order: 57414												
Line: 13												
				\$3,500.00							1	
Line: 14												
09/20/12 day			:30	\$1,500.00		Young & the Restless	12:30 PM-1:30 PM	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$1,500.00							1	
Line: 15												
09/24/12 day			:30	\$1,500.00		Young & the Restless	12:30 PM-1:30 PM	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$1,500.00							1	
Line: 16												
09/25/12 day			:30	\$1,500.00		Young & the Restless	12:30 PM-1:30 PM	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$1,500.00							1	
Line: 17												
09/20/12 day			:30	\$2,200.00		5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM)	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$2,200.00							1	
Line: 18												
09/25/12 day			:30	\$2,200.00		5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM)	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$2,200.00							1	
Line: 19												
09/19/12 day			:30	\$2,400.00		5p Local 12 News at Five	(5:30:00 PM-6:00:00 PM)	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$2,400.00							1	
Line: 20												
09/21/12 day			:30	\$2,400.00		5p Local 12 News at Five	(5:30:00 PM-6:00:00 PM)	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$2,400.00							1	
Line: 21												
09/24/12 day			:30	\$2,400.00		5p Local 12 News at Five	(5:30:00 PM-6:00:00 PM)	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$2,400.00							1	
Line: 22												
09/25/12 day			:30	\$2,400.00		5p Local 12 News at Five	(5:30:00 PM-6:00:00 PM)	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$2,400.00							1	
Line: 23												
09/19/12 day			:30	\$2,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$2,800.00							1	
Line: 24												
09/21/12 day			:30	\$2,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$2,800.00							1	
Line: 25												
09/24/12 day			:30	\$2,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$2,800.00							1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/19/12-09/25/12



Date	Week	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Ohio Families United												
Agency: New Media Firm												
Station: WKRC-TV												
Order: 57414												
Line: 26												
09/23/12 day			:30	\$1,500.00		630p Local 12 News Sur	6:30 PM-7:00 PM	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$1,500.00							1	
Line: 27												
09/20/12 day			:30	\$3,200.00		11p M-F Local 12 News	11:00 PM-11:35 PM	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$3,200.00							1	
Line: 28												
09/25/12 day			:30	\$3,200.00		11p M-Su Local 12 News	11:00 PM-11:35 PM	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$3,200.00							1	
Line: 29												
09/19/12 day			:30	\$1,200.00		Letterman	11:35 PM-12:35 XM	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$1,200.00							1	
Line: 30												
09/21/12 day			:30	\$1,200.00		Letterman	11:35 PM-12:35 XM	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$1,200.00							1	
Line: 31												
09/24/12 day			:30	\$1,200.00		Letterman	11:35 PM-12:35 XM	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$1,200.00							1	
Line: 32												
09/22/12 day			:30	\$1,200.00		Sat Reg 1	8:00 PM-9:00 PM	OHIO FAMILIES UNITED 1641		P-2	1	MWASH
				\$1,200.00							1	
				\$61,750.00							32	
				\$61,750.00							32	
				\$61,750.00							32	
				\$61,750.00							32	
				\$61,750.00							32	
				\$61,750.00							32	

[Filtered by:] [Sorted by: Station]